

Abstract

Diploma thesis „Launch of the public-service culture channel: Broadcast analysis of ČT art until the year 2014” describes the origin and development of the channel ČT art, including an analysis of how it influenced the transformation of ČT2. This thesis, therefore, includes the programme composition of both channels monitoring the period from autumn 2013 to autumn 2014, as well as the programme composition of ČT2 from autumn 2012. This allows us to evaluate how ČT2 attended to cultural broadcasting before the launch of the new and thematically specialized channel ČT art. Moreover, the thesis tries to point out the trends taking place in television broadcasting such as digitalization, fragmentation of TV audiences and media convergence. These trends are illustrated by using specific examples from the Czech Television, as well as the theoretical foundation.

The theoretical part of the thesis focuses on describing public-service media, services they provide and their roles in fulfilling the cultural needs of society. In addition, it also draws attention to examples of culturally oriented channels within Europe. The results of the analysis of programme schemes of both channels are complemented by findings from interviews with the leading employees of the Czech Television, which were not aimed to focus only on the period from autumn 2013 to autumn 2014, but also allowed to summarize further development of the stations and their future direction. The thesis uses a combination of these methods to show not only how Czech Television informs about culture, but also how it tries to co-create and critically evaluate it.